Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, DC 20554

In the matter of	)	
	)	
Petition for Declaratory Ruling that the	)	
Broadcast of Skechers' *Zevo-3* Violates	)	MB Docket No. 10-190
The Public Interest	)	
	)	
Submitted by the Campaign for a	)	
Commercial-Free Childhood	)	

COMMENTS OF

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I. BACKGROUND

These comments address the Petition for Declaratory Ruling of the Campaign for a Commercial-Free Childhood, which asserts that the program *Zevo-3* should be considered commercial content and thus violate advertising time restrictions enacted by the Children's Television Act of 1990 when it airs on the Nicktoons cable channel. I am a scholar who has studied children and advertising for more than 25 years. I have published extensive academic literature in the topic area, and have presented invited testimony before the U.S. Senate, U.S. House of Representatives, and relevant regulatory agencies such as the FCC and FTC on roughly two dozen occasions. More directly related to this petition, my dissertation research examined the effects of host-selling television commercials on children[1], and I also authored a significant analysis of the FCC's deregulation of its policy regarding children's program-length commercials in the mid-1980s.[2]

Although I frequently serve as an advisor to public health and child advocacy organizations such as the American Academy of Pediatrics (AAP), the American Psychological Association (APA), the Institute of Medicine (IOM) of the National Academy of Sciences, and Children Now, the comments below are solely my opinions and should not be associated with any group or organization. The goal of my comments is to place the current controversy into historical context, and to assist the Commission in understanding both the rationale for and the

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[1] Dale Kunkel, Children and Host-selling Television Commercials. *Communication Research, 15*, 71-92, 1988.

[2] Dale Kunkel, The FCC and Children's Product-related Programming: From a Raised Eyebrow to a Turned Back. *Journal of Communication, 38*(4), 90-108, 1988.

efficacy of its current policies intended to protect children from excessive and/or exploitative advertising. Such contextual information is, in my view, critical to rendering an appropriate decision regarding the pending petition, upon which I will comment at the conclusion of these remarks.

II. CHILDREN'S COMPREHENSION OF ADVERTISING

Examining children's ability to recognize and defend against televised commercial persuasion has been the focus of extensive research since the early 1970s. Findings clearly establish that: (a) most children experience difficulty discriminating consistently between programs and commercials until about 4-5 years of age; and (b) age is positively correlated with an understanding of advertising's intent, with such ability typically emerging in its earliest form at about 7-8 years of age.[3]

Although children first come to recognize that advertising intends to sell a product at about age 7-8, it is not until several years later that they develop awareness that commercial messages are biased and that their claims and appeals should not be believed or accepted uncritically.[4] Moreover, even once children fully comprehend the persuasive intent of advertising, they do not always apply critical evaluation in responding to commercial messages observed in their

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[3] Dale Kunkel, Children and Television Advertising. In Dorothy & Jerome Singer (Eds.), *Handbook of Children and the Media*. Thousand Oaks, CA: Sage, 2001. Dale Kunkel et al., *Psychological Issues in the Increasing Commercialization of Childhood*. Washington, DC: American Psychological Association, 2004.

[4] Dale Kunkel, Mis-measurement of Children's Understanding of the Persuasive Intent of Advertising. *Journal of Children and Media, 4*, 109-117, 2010. Dale Kunkel & Jessica Castonguay, Children and Advertising: Content, Comprehension, and Consequences. In Dorothy Singer & Jerome Singer (Eds.), *Handbook of Children and the Media*, 2nd edition. Thousand Oaks, CA: Sage, in press.

everyday viewing.[5] Evidence along these lines has led most scholars, including myself, to conclude that these age-related limitations in young people's relevant cognitive abilities render children uniquely vulnerable to commercial persuasion.

III. CHILDREN'S ADVERTISING POLICY

From a policy perspective, these research findings are significant because it is often argued that if young children are unaware of persuasive intent, then commercial practices aimed at them may be considered inherently unfair and deceptive.[6] This principle derives in part from the premise that all advertising must be clearly identifiable as such to its intended audience, a concept embodied in Section 317 of the Communications Act of 1934. The purpose of this overall requirement for clear identification of advertising content is to allow the audience to take into account (a) who is the source of the message and (b) what are their motives, when evaluating commercial claims and appeals. Given that research indicates that children lack the cognitive ability to engage in such evaluation, they are clearly disadvantaged and warrant remedial protections to avoid unfair manipulation by commercial interests.

Two types of regulations have been applied over the years by the FCC and Congress to advertising shown during children's television programs:

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[5] Deborah R. John, Consumer Socialization of Children: A Retrospective Look at Twenty-five Years of Research. *Journal of Consumer Research, 26,* 183-213, 1999. Moniek Buijzen, Reducing Children's Susceptibility to Commercials: Mechanisms of Factual and Evaluative Advertising Interventions. *Media Psychology, 9*, 411–430, 2007.

[6] Jennifer Pomeranz., Television Food Marketing to Children Revisited: The Federal Trade Commission Has the Constitutional and Statutory Authority to Regulate. *Journal of Law, Medicine, & Ethics, 38*(1), 98-116, Spring 2010.

(a) policies restricting the amount of time that may be devoted to commercials; and (b) policies that maintain a clear separation between program and commercial content.

A. Policies Restricting the Amount of Advertising to Children

Time limits on advertising to children were originally established in 1974, when the FCC adopted existing industry self-regulation (National Association of Broadcasters Code) as appropriate public policy.[7] At that time, the FCC specified clearly that stations could air advertising to children only in order to generate revenues roughly commensurate with their expenditures on children's program efforts. More specifically, the FCC stated:

> Although advertising should be adequate to insure that the station will have sufficient revenues with which to produce programming which will serve the children of its community meaningfully, the public interest does not protect advertising that is substantially in excess of that amount.[8]

A well-known shift in regulatory philosophy occurred at the FCC in the 1980s, with the agency placing increased reliance on marketplace competition rather than governmental regulation to promote the public interest. That context led the FCC to abandon all regulations limiting the amount of advertising to audiences of adults, arguing that market forces would insure that stations do not air excessive commercial content.[9] Only later upon request for clarification from

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[7] FCC, Children's Television Programs: Report and Policy Statement. *Federal Register, 39*, 39396-39409, 1974.

[8] *Id.* at p. 39400

[9] FCC, Revision of Programming and Commercialization Policies, Ascertainment Requirements, and Program Log Requirements for Commercial Television Stations. *Federal Register* 49, August 23, 1984, 33588-33620.

the industry did the Commission specify explicitly that its 1984 advertising deregulation order also encompassed its policies limiting the amount of commercial time permitted during children's programming.[10]

This application of the order was initially unclear because the Commission had not mentioned children at all in issuing the relevant Report and Order in 1984. In response to the request for clarification, the FCC issued a short ruling indicating that its general deregulation of television commercialization policies extended to children's television as well, and it added a total of two sentences explaining in cursory fashion its support for that change in policy.[11]

When this decision was challenged by child advocates, the D.C. Circuit Court of Appeals rejected as untenable the FCC's argument that market forces would limit advertising to children, and ordered the agency to reconsider this aspect of its policy.[12] Before the FCC could respond to the court's ruling, the issue was rendered moot when Congress intervened by reinstating specific limits on commercial time during children's shows as part of the Children's Television Act of 1990. The Children's Television Act established a statutory provision limiting the amount of commercial time allowed during children's programming to no more than 12 minutes per hour on weekdays and 10.5 minutes per hour on weekends, which represents the current state of the law in this area.

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[10] Revision, 104 F.C.C.2d at 370.

[11] *Id.*

[12] Action for Children's Television v. FCC, 821 F. 2d 741 (D.C. Cir.) 1987.

B. Program/Commercial Separation Policies

In the 1950s and 1960s, commercial messages during children's shows were often seamlessly woven into the program material. For example, *Romper Room,* a popular show that first appeared in 1953 and remained on the air for several decades, frequently focused on the promotion of its branded line of toys.[13] Each episode featured a schoolteacher and children who would play with toys such as a punch ball, after which the teacher would praise the product and implore children to ask their parents to buy it for them. Similarly, the animated *Rocky and Bullwinkle Show* would depict Rocky the Squirrel flying circles around the cereal products that were offered by the company that sponsored the program.

Based on evidence of young children's limited ability to discriminate commercial content, the FCC issued policy guidelines in its 1974 Children's Television Report and Policy Statement that halted the placement of advertising within actual program content, requiring instead that advertising to children be segregated solely during commercial breaks. More specifically, the FCC indicated that commercial messages must be "clearly separated" from entertainment content during programs targeted at audiences ages 12 and under.[14] There are three applications of this separation principle. They include:

(1) Bumpers --Program/commercial separation devices, known in the industry as bumpers, are required during children's programs.

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[13] R. Inglis, *The Window in the Corner: A Half-century of Children's Television*. London, UK: Peter Owen Ltd, 2003.

[14] FCC, Children's Television Programs: Report and Policy Statement. *Federal Register, 39*, 39396-39409, 1974.

These devices are roughly 5-second segments that must be shown before and after commercial breaks in a program. They are intended to help child-viewers discriminate programming from advertising content, and typically say something like, "Now a word from our sponsor."

(2) Host-selling -- Program characters or hosts are prohibited from promoting products during commercials adjacent to their shows. For example, a *Flintstones* cereal commercial featuring Fred and Wilma would not be allowed to air during a break in the *Flintstones* cartoon program in which these same characters appear.

(3) Program-length commercials (PLCs) – Program-length commercials targeted at children were also prohibited by the FCC's 1974 Report and Policy Statement. The restriction on PLCs first emerged in 1969, as is detailed below.

B.1. Origins of the Ban on Children's Program-Length Commercials

The FCC's program-length commercial policy originated in 1969, when one of the broadcast networks collaborated with Mattel Toys to produce a program called *Hot Wheels*, a cartoon show based on the company's new line of toy cars.[15] Interestingly, the complaint that triggered the FCC action was filed not by a public interest group but rather by a competing toy corporation. There was strong evidence in the case that the program producer's intent was to promote the

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[15] Dale Kunkel, The FCC and Children's Product-related Programming: From a Raised Eyebrow to a Turned Back. *Journal of Communication, 38*(4), 90-108, 1988.

program-related product, including close collaboration between the broadcast network and Mattel in shaping the program content to insure that it yielded the maximum promotional value for the toy product.

In response to the complaint, the FCC issued a preliminary opinion making clear its judgment that the *Hot Wheels* program constituted commercial matter. More specifically, the FCC stated:

> There can be no doubt that in this program Mattel receives commercial promotion for its products beyond the time logged for commercial advertising. Nor is there any doubt that the program was developed with this promotional value … in mind. We find this pattern disturbing; more disturbing than the question of whether the commercial time logged is adequate. For this pattern subordinates programming in the interest of the public to programming in the interest of its saleability.[16]

Once the FCC issued its opinion, the network carrying the program discontinued the show.

At the time this ruling was issued by the FCC, no formal limits were in effect governing the precise amount of advertising time permissible. Instead, stations were simply advised by FCC policy to avoid "overcommercialization." More specifically, broadcasters had been warned "to avoid abuses with respect to the total amount of time devoted to advertising."[17] Clearly, if the FCC had simply determined that a substantial proportion of the *Hot Wheels* show was commercial in nature, a problem

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[16] FCC, In re: Complaint of Topper Corporation Concerning American Broadcasting Company and Mattel, Inc. *FCC Reports* 21(2d), Dec 3, 1969, at p. 149.

[17] FCC, Report and Statement of Policy re: Commission en banc Programming Inquiry. *FCC Reports* 44, July 29, 1960, at p. 2303.

would have existed relative to overcommercialization. Indeed, it was exactly this premise that grounded the original complaint in the case.

Importantly, however, the FCC ruled that *Hot Wheels* was contrary to the public interest not merely because it exceeded acceptable levels on amount of advertising time, but also because of its aggressive intermingling of commercial promotion within the body of an entertainment program targeted at children. The FCC's position in 1969 was clear: children's programs created and designed to showcase products were deemed inappropriate and contrary to the public interest.

That position was extended in 1973 to encompass all program-length commercial content, regardless of the audience to which it was targeted, rather than applying strictly to children's programming.[18] A program-length commercial was defined by the FCC as follows:

> The primary test is whether the purportedly non-commercial segment is so interwoven with, and in essence auxiliary to, the sponsor's advertising ... to the point that the entire program constitutes a single commercial promotion.[19]

In addition, the FCC reinforced its stance on children's program-length commercials in the 1974 Children's Television Report and Policy Statement, incorporating the prohibition of such content as part of the separation principle identified above. In that document, a specific warning was conveyed by the FCC

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[18] FCC, In the matter of Program-Length Commercials. *FCC Reports* 39(2d), February 22, 1973, pp. 1062-1063.

[19] FCC, Applicability of Commission Policies on Program-Length Commercials. *FCC Reports* 44, January 29, 1974, at p. 986.

against children's programs that "weave the prominent display of the brand names of products into the program,"[20] followed by the admonition that:

> Licensees who engage in program practices which involve the mention or prominent display of brand names in children's programs, moreover, should reexamine such programming in light of their public service responsibilities to children.[21]

This policy proved extremely effective in abating commercial practices within children's programs while it was in effect. However, the FCC chose to deregulate it in 1984.

B.2. The FCC's Deregulation of Children's Program-Length Commercials

Consistent with its increased reliance on marketplace competition rather than governmental regulation in the 1980s, the FCC abandoned its long-standing prohibition of children's program-length commercials as part of its 1984 overall deregulation of television advertising policies.[22] Shortly after legitimizing product-related programming on children's television, the FCC defended such programming strategies as "an innovative technique to fund children's programming," while observing that "we have no reason to believe product-related considerations will come to dominate children's programming."[23]

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[20] FCC, Children's Television Programs: Report and Policy Statement. Federal Register, 39, 39396-39409, 1974 at para. 53.

[21] *id*. at para. 55.

[22] FCC, Revision of Programming and Commercialization Policies, Ascertainment Requirements, and Program Log Requirements for Commercial Television Stations. *Federal Register* 49, August 23, 1984, 33588-33620. Revision, 104 F.C.C.2d at 370.

[23] FCC, In the matter of Petition for Rule Making to Prohibit Profit-Sharing Arrangements in the Broadcasting of Children's Programming. *FCC Reports* 100 (2d), May 6, 1985, at para.s 11 and 13.

In fact, the FCC's decision dramatically transformed the economics of the children's television business. Revenues from the sale of licensed products related to popular children's shows became so lucrative that product-related programming grew quickly and dramatically, including shows such as *G.I. Joe, He-Man and Masters of the Universe*, *Strawberry Shortcake*, and *Teenage Mutant Ninja Turtles*, none of which would have been permitted under the previous policy.[24]

A program-length commercial offers substantial economic advantages for a station that airs them, as compared to other non-product related children's shows that might compete to obtain air time.[25] In some cases, production costs are subsidized by the toy manufacturer whose product is displayed in the program, while in others a percentage of the sales from the program-related product are shared with stations or networks airing the show. In addition, some product manufacturers employ the leverage associated with their extensive purchase of traditional "spot" advertising time to encourage stations or networks to air a program-length commercial based upon the company's products. As one broadcaster observed in the trade press:

> This complicates our commitment to select the best quality programming for children. We'd hate to see that advertising money go to a competitor.[26]

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[24] Dale Kunkel, The FCC and Children's Product-related Programming: From a Raised Eyebrow to a Turned Back. *Journal of Communication, 38*(4), 90-108, 1988. Norma Pecora, *The Business of Children's Entertainment*. NY: The Guilford Press, 1998.

[25] Dale Kunkel, The FCC and Children's Product-related Programming: From a Raised Eyebrow to a Turned Back. *Journal of Communication, 38*(4), 90-108, 1988.

[26] Added Attraction. *Broadcasting Magazine*, January 5, 1987, p. 23.

The clear result of the FCC's decision to deregulate its previous prohibition on children's program-length commercials is that programs based upon lines of merchandise featured prominently in the show became commonplace. To the extent that more diverse types of children's programs, such as educational, informational, or other nonfiction content offer only limited potential to promote toys and other product lines to children, the likelihood that such programming will be produced and broadcast was inevitably diminished by this decision.

The FCC's decision to deregulate children's program-length commercials, like the decision to deregulate time limits on the amount of advertising permitted during children's programs, was accomplished by the 1984 overall deregulation of television advertising policies. As noted previously, this action was appealed by child advocates. In *Action for Children's Television v. FCC (1987)*, the court found that the Commission's deregulation of its children's advertising policies violated the Administrative Procedures Act requirement that its rulings must be based on reasoned facts and analysis. As the court observed:

> The Commission has offered neither facts nor analysis to the effect that its earlier concerns … were overemphasized, misguided, outdated or just downright incorrect. Instead, without explanation the Commission has suddenly embraced what had theretofore been an unthinkable bureaucratic conclusion that the market did in fact operate to restrain the commercial content of children's television.[27]
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> Bereft of bolstering findings of this sort, the Commission's invocation of the obvious fact that commercials pay the tab for children's programming hardly explains the leap to a "hands off" commercial-ization policy.[28]

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[27] Action for Children's Television v. FCC, 821 F. 2d 741 (D.C. Cir.) 1987, at p. 9.

[28] *Id* at p. 10.

To be clear, the Court's ruling in this case established that the FCC had failed to legally justify its decision to deregulate these children's advertising policies, and this judgment applied to the deregulation of the time limits as well as to the PLC restriction. When Congress enacted time limits on advertising to children as part of the Children's Television Act, it rendered Commission action on that aspect of children's advertising policy moot. But since Congress did not act on the issue of children's program-length commercials, it still fell to the FCC to reconsider its policy on this point.

B.3. Current FCC Policy on Children's Program-Length Commercials

That led to the final action taken by the FCC on children's product-related programming. In 1991, the FCC claimed that it was reinstating its restriction on children's program-length commercials,[29] but in fact this was at best a semantic maneuver, one that child advocates labeled a charade. In ostensibly 'reinstating' the prohibition on children's program-length commercials, the FCC adopted a new definition of PLCs that, if read literally, seems to allow unlimited commercial content within the body of a children's program. The definition adopted in 1991, which represents the current state of the law, identifies a children's program-length commercial as "a program associated with a product in which commercials for that product are aired."[30] Under the current policy, it appears that programs

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[29] FCC, Policies and Rules Concerning Children's Television Programming: Memorandum Opinion and Order. *FCC Record* 6, 2111-2127.

[30] *Id.*

may be product-based so long as no traditional spot commercials for the program-related products are presented during breaks in the show.

The FCC's revised policy on PLCs essentially mirrors its restriction on host-selling, which was never deregulated. Host-selling prohibits a character who is featured in a children's show from appearing in a traditional spot advertisement placed during or adjacent to that show.[31] The current PLC policy functions much the same. If a program promotes a product, and a traditional ad for that product appears during the show, then the program is rendered a PLC and represents a violation.

Unrecognized by the Commission in adopting the current PLC policy is the fact that a children's program may now incorporate the most elaborate and overt commercial promotions within the body of the show, and still avoid being labeled a program-length commercial simply by insuring that no spots ads for the program-related products air during breaks in the show. Despite the Commission's rhetorical stance that it has reinstated its prohibition on program-length commercials, the current policy effectively maintains the deregulatory posture first issued by the agency in 1984 (and ruled invalid by the D.C. Circuit Court of Appeals in 1987), allowing unchecked commercialization within a children's program. This policy flies in the face of the long-standing record of concern by both the Commission and Congress about excessive commercialization targeted at children. Despite the court ruling in *Action for Children's Television v. FCC (1987)*, the current PLC policy was issued without

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[31] FCC, Children's Television Programs: Report and Policy Statement. *Federal Register*, *39*, 39396-39409, 1974 at para. 53.

any rationale to explain why it is now acceptable to allow significant increases in the commercial messages targeted at children, and why it would not mislead children and take unfair advantage of their naivete to allow the intermingling of advertising within the body of children's program content. Thus, in my view, the FCC's current policy on children's program-length commercials is fundamentally flawed, privileging commercial interests over well-established public interest concerns related to child protection.

IV. IMPLICATIONS FOR *ZEVO-3*

Industry interests will no doubt argue in this proceeding, as I have detailed above, that the FCC policy on children's program-length commercials places no limits on commercialization within the body of a children's program so long as no spot advertisements for a program-related product appear adjacent to that show. If the Commission accepts that argument, it will clearly fail to uphold the public interest, given the long-standing evidence of children's limited ability to recognize and defend against televised commercial persuasion.

I propose two alternative paths that the FCC may pursue in order to reestablish appropriate limits on commercialization within the body of children's program content.

First, the Commission could immediately initiate a Notice of Proposed Rulemaking to reaffirm the primacy of the "separation principle," first established in 1974 and still active policy for children's programming and advertising. When it adopted its new definition of a PLC in 1991, the FCC clearly did not foresee the ramifications of that policy shift. As noted previously, the Commission observed at the time that "we have no reason to believe product-related considerations will

come to dominate children's programming."[32] In fact, industry developments have evolved such that commercialization within children's programming is rampant. *Zevo-3* attracts attention not because it is an isolated example of a show that promotes products to children, but rather because it extends such promotions to a new line of products beyond the toy industry; and also because it is a crystal-clear example, like the original program-length commercial *Hot Wheels*, of a show conceived from its outset as a commercial promotion targeted at children. Indeed, the label of 'program' is merely a disguise for *Zevo-3*; it is obvious that the commercial interests of the product manufacturer underlie the decision to produce and air the show, as the petition from Campaign for a Commercial-Free Childhood demonstrates.

If the Commission chooses this first path, it could issue a declaratory ruling that *Zevo-3* clearly violates the separation principle, which requires a clear distinction between program and commercial content targeted at children, and concurrently issue a Notice of Proposed Rulemaking to clarify and/or revise its policy on children's program-length commercials accordingly. This tactic would help to avoid the next step in the increasing commercialization of children's programming that child advocates and public health officials fear most: the use of popular commercial characters associated with obesogenic food products as the basis for new children's programs. Should the FCC fail to take steps to rein in the use of children's programming venues as commercial vehicles, there is little doubt

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[32] *supra,* Note 23.

that shows such as "The Ronald McDonald Show" or "It's Tony the Tiger Time" will follow shortly behind.

A second alternative that could be pursued by the Commission is to focus primarily on the statutory time limits on advertising to children established by the Children's Television Act, and to rule that the program *Zevo-3* clearly represents commercial matter that must be counted in some substantial manner toward the applicable time restrictions. This course may be more complicated as it may require determination as to how to count time toward the applicable limits. One possibility could be that any minute of program content in which a commercial figure appears could be counted as a commercial minute. While it is true that difficulties may exist for properly defining a "commercial figure" amidst the array of licensed characters currently populating children's programming, a critical test could certainly be that characters originally used as icons to advertise products to children (e.g., Capn' Crunch, Lucky the Leprechaun) are presumed to be commercial figures with inescapable promotional value that warrants application of the time limits in order to protect children's interests. Based upon the comments of Campaign for a Commercial-Free Childhood, such a threshold would seem to include the characters associated with the *Zevo-3* program.

Regardless of the tactic that the Commission employs in this particular case, it is essential that steps be taken to more effectively enforce a clear separation between program and commercial content during programming targeted at children. This separation principle, first established in 1974, remains current policy, and it seems that the amendment to the program-length commercial policy that was enacted by the FCC in 1991 completely failed to take into account the linkage of the PLC regulation to this concept. That oversight has

already failed the nation's children, allowing increasing commercialization in children's programming for many years that has now led to the extreme example provided by *Zevo-3*, whereby commercial interests make little effort to hide their child-targeted marketing intent.

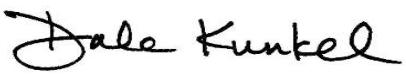
If commercial marketers are to blame for this type of exploitation of the child audience, the FCC has clearly been a complicit partner in allowing such developments to occur. Research establishes that children are uniquely vulnerable to advertising influence because they are easily confused about the boundaries between commercial and non-commercial content, and because they lack the cognitive ability to filter advertising material with a skeptical eye. The Commission has irresponsibly shirked its duty to place proper weight on the protection of children's interests with its recent decisions that fail to limit commercialization within program content, ostensibly because such protections pose definitional challenges.

It is unconscionable for a federal regulatory agency to ignore compelling child-protection concerns because the action required to defend them poses administrative challenges such as the line-drawing needed to establish appropriate boundaries for product-related programming. Indeed, it is noteworthy that the FCC has never once throughout the entire history of this issue asserted that excessive commercialization targeted at children is acceptable, or poses no harm to child audiences. To the contrary, there is a significant record of policy precedent that establishes just the opposite, that excessive commercialization targeted at children is unacceptable, and causes harm to young children.

If the Commission fails to act to limit extreme commercialization within program content such as with *Zevo-3*, it will render the advertising restrictions

adopted by Congress in the Children's Television Act meaningless. Such a stance allows marketers to simply shift their promotional material, which is statutorily restricted when aired as traditional spot commercials, into the program itself and thus lay claim to an unlimited advertising canvas waiting to be painted with product-related themes, stories, and characters. The public interest requires that the FCC take strong steps to reassert its authority to protect children from commercial practices that integrate marketing within children's program content. This petition presents the Commission with the opportunity to achieve that goal. I urge the Commission to act accordingly.

Respectfully Submitted,



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